



Station Order Revised Stabenow for Senate 2012

Market: Grand Rapids

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

11273

Contact: Fred Corbus

Phone: 616-456-8888

Email: Fred.Corbus@WOODTV.COM

Fax: 616-454-3443

Direct: 616-771-9661

WOOD-TV

| Program Name | Days | | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|---|------|--------|------------|--------|--------|--------|--------|--------|--------|--------|-------|
| | DP | Length | | Oct 08 | Oct 09 | Oct 10 | Oct 11 | Oct 12 | Oct 13 | Oct 14 | |
| WOOD 5a News | EM | M-F | \$150.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 5:00 AM 6:00 AM | | 30 | \$750.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| WOOD 6a News | EM | M-F | \$400.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 6:00 AM 7:00 AM | | 30 | \$2,000.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Today Show | EM | M-F | \$650.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 7:00 AM 9:00 AM | | 30 | \$3,250.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Saturday Today | EM | Sa | \$375.00 | | | | | | 1 | | 1 |
| 8:00 AM 10:00 AM | | 30 | \$375.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Sunday 6a News | EM | Su | \$125.00 | | | | | | | 1 | 1 |
| 6:00 AM 7:00 AM | | 30 | \$125.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Sunday 7a News | EM | Su | \$250.00 | | | | | | | 1 | 1 |
| 7:00 AM 8:00 AM | | 30 | \$250.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Today II | DT | M-F | \$300.00 | | | | 1 | | | | 1 |
| 9:00 AM 10:00 AM | | 30 | \$300.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Today III | DT | M-F | \$200.00 | | 1 | | | | | | 1 |
| 10:00 AM 11:00 AM | | 30 | \$200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Eight West | DT | M-F | \$50.00 | 1 | | | | | | | 1 |
| 11:00 AM 12:00 PM | | 30 | \$50.00 | | | | | | | | |
| WOOD Noon News | DT | M-F | \$225.00 | | | | | 1 | | | 1 |
| 12:00 PM 1:00 PM | | 30 | \$225.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Days of Our Lives | DT | M-F | \$200.00 | | | 1 | | | | | 1 |
| 1:00 PM 2:00 PM | | 30 | \$200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Rachael Ray | DT | M-F | \$125.00 | | | | 1 | | | | 1 |
| 2:00 PM 3:00 PM | | 30 | \$125.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |

Suzanne Collins

Media Strategies and Research

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suzanne@mediastategies.com

Date/Time Sent: 8/13/2012 12:56:00 PM

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|---|------|--------|-------------------|--------|--------|--------|--------|--------|--------|--------|-------|
| | DP | Length | | Oct 08 | Oct 09 | Oct 10 | Oct 11 | Oct 12 | Oct 13 | Oct 14 | |
| Dr. Oz | EF | M-F | \$125.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 3:00 PM 4:00 PM | | 30 | \$625.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Ellen | EF | M-F | \$400.00 | 1 | 1 | | | 1 | | | 3 |
| 4:00 PM 5:00 PM | | 30 | \$1,200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| WOOD 5p News | EN | M-F | \$675.00 | 1 | | 1 | 1 | | | | 3 |
| 5:00 PM 5:30 PM | | 30 | \$2,025.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| WOOD 5:30p News | EN | M-F | \$675.00 | | 1 | 1 | 1 | 1 | | | 4 |
| 5:30 PM 6:00 PM | | 30 | \$2,700.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| WOOD 6p News | EN | M-F | \$1,125.00 | 1 | 1 | 1 | | 1 | | | 4 |
| 6:00 PM 6:30 PM | | 30 | \$4,500.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Inside Edition | PA | M-F | \$450.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 7:00 PM 7:30 PM | | 30 | \$2,250.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Access Hollywood | PA | M-F | \$400.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 7:30 PM 8:00 PM | | 30 | \$2,000.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| The Voice | PT | M | \$2,000.00 | 1 | | | | | | | 1 |
| 8:00 PM 10:00 PM | | 30 | \$2,000.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Parenthood | PT | Tu | \$1,250.00 | | 1 | | | | | | 1 |
| 10:00 PM 11:00 PM | | 30 | \$1,250.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Chicago Fire | PT | W | \$875.00 | | | 1 | | | | | 1 |
| 10:00 PM 11:00 PM | | 30 | \$875.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| 30 Rock/Up Night | PT | Th | \$750.00 | | | | 1 | | | | 1 |
| 8:00 PM 9:00 PM | | 30 | \$750.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |
| Dateline | PT | F | \$875.00 | | | | | 1 | | | 1 |
| 10:00 PM 11:00 PM | | 30 | \$875.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | |

Suzanne Collins

Media Strategies and Research

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|---|----|------|--------|------------------------|------------|------------|------------|------------|------------|------------|------------|-------|
| Law & Order SVU | PT | Sa | 30 | \$350.00 | | | | | | 1 | | 1 |
| 10:00 PM 11:00 PM | | | 30 | \$350.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | | |
| WOOD 11p News | LN | M-F | 30 | \$900.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 11:00 PM 11:35 PM | | | 30 | \$4,500.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | | |
| Saturday 11p News | LN | Sa | 30 | \$900.00 | | | | | | 1 | | 1 |
| 11:00 PM 11:30 PM | | | 30 | \$900.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | | |
| Sunday 11p News | LN | Su | 30 | \$500.00 | | | | | | | 1 | 1 |
| 11:30 PM 12:00 AM | | | 30 | \$500.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | | |
| Tonight Show | LF | M-F | 30 | \$300.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 11:30 PM 12:35 AM | | | 30 | \$1,500.00 | | | | | | | | |
| Highly pre-emptible at LUR per WOOD. Move to S4 | | | | | | | | | | | | |
| Station Gross Totals | | | | \$36,650.00 | 13 | 13 | 13 | 13 | 13 | 3 | 3 | 71 |

\$ 37,025.00

Add

3X w/o 10/8 2-3p Rachel Ray \$125

Suzanne Collins

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